



WDCW-TV

# ORDER

Flight Dates 10/02/12-10/08/12

Contract / Revision 384958

Original Date / Revision

09/04/12 / 09/21/12

Advertiser G Allen/R/Senate

Agency Smart Media Group

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

ALLEN FOR SENATE

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # C02C08

Alt Order # 06303966

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive

Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 1% Market Value 0

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WDCA	%	0
WJLA	23%	0
WRC	31%	0
WTTG	27%	0
WUSA	18%	0

PROG  
RA35+  
CON C

2

PROG  
RA35+  
CON

1

E# : REJ  
: LIT

CM

P:

CITY

FLIG

PRDC

ORD

AG

AD

EP

SS

FAX# 703 528 7880

REP: TEL# 703 528 7800  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP21/12 16.19  
\*\*\* WDCW-TV \*\*\*

ADLINE# 6303966

MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV # \_\_\_\_\_ ADV. NAME POLI/G ALLEN/R/SEN/VA  
AGY # \_\_\_\_\_ AGY. NAME SMART MEDIA GROUP  
814 KING STREET, SUITE 400  
ALEXANDRIA, VA 22314

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME PATRICIA DOME  
SALES PRSN WA- DAVE CLARK

ORDER # \_\_\_\_\_ CONTRACT # 6303966 CLASS: NATL. LOCAL REGIONAL  
PRDCT ALLEN FOR SENATE EST#\*\*\*\* COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT2/12 OCT8/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP21/12 16.19

REP: TO: MALLORY  
FROM: GREG  
ORDER CANX  
TTLS REMAIN THE SAME  
THX PLS CFM, 9/21/12

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*

30/30 News Plus

CANCEL Before SPOT

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
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AGENCY ADVERTISER CODE = ALLNS  
AGENCY PRODUCT CODE = ORDR

AGENCY EST# = C02C08

PROGRAM : NEWS PLUS MINUTE  
RA35+ : 0.6  
CON COM1: NEWS PLUS MINUTE

1	S		800A-900A	60		\$700.00	10/8	10/8	0		MON	0
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PROGRAM : NEWS PLUS MINUTE  
RA35+ : 0.6  
CON COM1: NEWS PLUS MINUTE

2	S		800A-900A	60		\$700.00	10/4	10/4	0		THU	0
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REP: TEL# 703 528 7800 FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP SEP21/12 16.19  
\*\*CHANGES\*\* \*\*\* WDCW-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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3	S		800A-900A	60		\$700.00	10/2	10/2	0		TUE	0
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												

4	S		800A-900A	60		\$700.00	10/3	10/3	0		WED	0
PROGRAM : NEWS PLUS MINUTE												
RA35+ : 0.6												
CON COM1: NEWS PLUS MINUTE												

OCT/12 \$ .00

CONTRACT TOTAL \$ .00  
TOTAL SPOTS 0

MARKET TOTALS \$280,000 WDCW 1% WJLA 23% WUSA 18% WRC. 31% WTTG 27% WPXW 0% WDCA 0%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

6303966  
AL REV#0 \*\*\*

REP: TEL# 703 528 7800  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703 528 7880  
HARRIS REPORT FROM REP

SEP4/12 12.33  
\*\*\* WDCW-TV \*\*\*

ADV. NAME POLI/G ALLEN/R/SEN/VA  
AGY # SMART MEDIA GROUP  
814 KING STREET, SUITE 400  
ALEXANDRIA, VA 22314

REP.#        OFF.#        SALESMAN #         
BUYER NAME PATRICIA DOME  
SALES PRSN WA- DAVE CLARK

ORDER #        CONTRACT # 6303966 CLASS: NATL. LOCAL REGIONAL  
PRDCT ALLEN FOR SENATE EST# \*\*\*\* COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT2/12 OCT8/12 WK-1  
CITY TAX        STATE TAX        CO-OP BILLING NEEDED        DATE SEP4/12 12.33

REP: TO: MALLORY  
FROM: GREG FOR DAVE  
\*\*\*NEW ORDER\*\*\*  
TTL...\$2800...4X  
THX PLS CFM, 9/4/12

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

AGENCY ADVERTISER CODE = ALLNS AGENCY EST# = C02C08  
AGENCY PRODUCT CODE = ORDR

1	800A-900A	60	PL4/1	\$700.00	10/8	10/8	1	MON	1
PROGRAM : NEWS PLUS MINUTE									
RA35+ : 0.6									
CON COM1: NEWS PLUS MINUTE									
2	800A-900A	60		\$700.00	10/4	10/4	1	THU	1
PROGRAM : NEWS PLUS MINUTE									
RA35+ : 0.6									
CON COM1: NEWS PLUS MINUTE									

LINE# 6303966  
FINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP4/12 12.33  
\*\*\* WDCW-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			800A-900A	60		\$700.00	10/2	10/2	1		TUE	1
	PROGRAM :		NEWS PLUS MINUTE									
	RA35+ :		0.6									
	CON COM1:		NEWS PLUS MINUTE									
4			800A-900A	60		\$700.00	10/3	10/3	1		WED	1
	PROGRAM :		NEWS PLUS MINUTE									
	RA35+ :		0.6									
	CON COM1:		NEWS PLUS MINUTE									
OCT/12			\$2,800.00									

CONTRACT TOTAL \$2,800.00  
TOTAL SPOTS 4

MARKET TOTALS \$280,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*